

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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| Applicant:                  | ) | I hereby certify that this document |
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| <b>Lu et al.</b>            | ) | with the United States Patent and   |
|                             | ) | Trademark Office on this date:      |
| Serial No.: 09/909,224      | ) |                                     |
|                             | ) |                                     |
| For: AUDIENCE               | ) |                                     |
| MEASUREMENT SYSTEM FOR      | ) |                                     |
| DIGITAL TELEVISION          | ) |                                     |
|                             | ) | <b>June 28, 2007</b>                |
| Filed: July 19, 2001        | ) |                                     |
|                             | ) | /James A. Flight/                   |
| Group Art Unit: 2623        | ) | James A. Flight                     |
|                             | ) |                                     |
| Examiner: Justin E. Shepard | ) | Registration No. 37,622             |
|                             | ) | Attorney for Applicants             |
|                             | ) |                                     |

**RESPONSE TO THE OFFICE ACTION DATED MARCH 22, 2007**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office action dated March 22, 2007, please enter the following amendments and consider the following remarks:

**Remarks** begin on page 2 of this paper.